

## PROMOTION FORMULAS

<b>PACKS: BUY 1 GET 1 FREE</b>		No Sleeves Needed / Billing @ 4 Cartons					
<b>PACKS: BUY 2 GET 1 FREE</b>							
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	#/Sleeves Per SKU	<u>Billing Per SKU (@40 Units)</u>	#/Offers Per Display	<u>(@40/SKU) #/SKUs Per 6M Case</u>	#/Offers (Units) Per 6M Case	#/Cases x 4 styles x 3.75 (SKUs per 6M) =	BPE TRANSFERS #Offers (150) per 6M Case / 4 (styles) =
#/Retail Accts x 2 (B1G1F) / 30 (6M Case) = Amount Per Brand Style	40 Sleeves	8 Cartons	40	3.75	150	#/ Sleeves Needed	#/ Cases to Transfer
<b>PACKS: BUY 2 GET 2 FREE</b>							
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	#/Sleeves Per SKU	<u>Billing Per SKU (@20 Units)</u>	#/Offers Per Display	<u>(@20/SKU) #/SKUs Per 6M Case</u>	#/Offers (Units) Per 6M Case	#/Cases x 4 x 3.75 (SKUs per 6M) =	BPE TRANSFERS #Offers (75) per 6M Case / 4 (styles) =
#/Retail Accts x 4(Ctns) / 15 (B1G1F 6M Ctns) = Amount Per Brand Style	20 Sleeves	4 Cartons	20	3.75	75	#/ Sleeves Needed	#/ Cases to Transfer
<b>PACKS: BUY 3 GET 3 FREE</b>							
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	#/Sleeves Per SKU	<u>Billing Per SKU (@20 Units)</u>	#/Offers Per Display	<u>(@20/SKU) #/SKUs Per 6M Case</u>	#/Offers Per 6M Case	#/Cases x 4 styles x 2.5 (SKUs per 6M) =	BPE TRANSFERS #Offers (150) per 6M Case / 4 (styles) =
#/Retail Accts x 6(Ctns) / 15 (B1G1F 6M Ctns) = Amount Per Brand Style	20 Sleeves	6 Cartons	60	2.5	150	#/ Sleeves Needed	#/ Cases to Transfer
<b>CARTONS: BUY 1 GET 5 PKS FREE</b>							
GRATIS PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	#/Sleeves Per SKU	#/ Cartons Per Display	#/Offers Per Display				
	60 5-Ctn Sleeves	60 Cartons	600				
<b>CARTONS: BUY 2 GET 1 FREE</b>							
GRATIS PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	#/Sleeves Per SKU	#/Ctns Per Floorbase Display	#/Offers Per Display				
	60 3-Ctn Sleeves	90 Cartons	900				

## PROMOTION FORMULAS

### PREMIUMS: 2-PACK PURCHASE

PRODUCT ORDERING FORMULA (Two Brand Styles) (One (1) Display/SKU Per Account)		#Premiums Per SKU	Billing Per SKU (@20 Units)	#Offers Per Display	(@20/SKU) #SKUs Per 6M	#Offers Per 6M Case
#/Retail Accts x 2 (Ctns) / 30 (Ctns 6M) = Amount Per Brand Style		20 Premiums	4 Cartons	20	7.5	150

### PREMIUMS: 3-PACK PURCHASE

PRODUCT ORDERING FORMULA (Two Brand Styles) (One (1) Display/SKU Per Account)		#Premiums Per SKU	Billing Per SKU (@20 Units)	#Offers Per Display	(@20/SKU) #SKUs Per 6M	#Offers Per 6M Case
#/Retail Accts x 3 (Ctns) / 30 (Ctns 6M) = Amount Per Brand Style		20 Premiums	6 Cartons	20	5	100

### COLLECTOR PACK PROMOTIONS

PRODUCT ORDERING FORMULA COUNTER DISPLAYS (5 Brand Styles: One Display @ Acct)		#50PK Ctr Displays Per SKU	Billing Per SKU (@50 Units)	#Offers Per Display	(@1/SKU) #SKUs Per 6M	#Offers Per 6M Case
#/Retail Accts / 30 (6M Case) = Amount Per Brand Style		1 Counter Display	5 Cartons	50	6	300

PRODUCT ORDERING FORMULA COUNTER DISPLAYS (4 Brand Styles: One Display @ Acct)		#40PK Ctr Displays Per SKU	Billing Per SKU (@40 Units)	#Offers Per Display	(@1/SKU) #SKUs Per 6M	#Offers Per 6M Case
#/Retail Accts / 30 (6M Case) = Amount Per Brand Style		3 Counter Displays	4 Cartons	40	7.5	300

### DPC (Distributor Promotion Coverage): BUY 1 GET 1 FREE

B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)		#Displays Per SKU	Billing Per SKU (@ 20 Units)	#Offers Per Display	(@1/SKU) #SKUs Per 6M	#Offers Per 6M Case
#/Retail Accts x 2 (B1G1F) / 30 (6M Case) = Amount Per Brand Style		5	2 Cartons	20	7.5	150

## PROMOTION FORMULAS

### PACKS: BUY 1 GET 1 FREE

NO DISPLAYS NEEDED

BILLING @ 8 CARTONS PER SKU

### PACKS: BUY 2 GET 1 FREE

FORMULA: #/Retail x 2 (B1G1F Cs) / 30 (6M Cs) = Cs Ea B/style

40 SLEEVES PER SKU

3.75 SKUs PER 6M CASE

40 RETAIL OFFERS PER SKU

150 OFFERS PER 6M CASE

BILLING @ 8 CARTONS PER SKU

### PACKS: BUY 2 GET 2 FREE

FORMULA: #/Retail x 4 (Ctns) / 15 (B1G1F 6M Ctns) = Cs Ea B/style

20 SLEEVES PER SKU

3.75 SKUs PER 6M CASE

20 RETAIL OFFERS PER SKU

75 OFFERS PER 6M CASE

BILLING @ 4 CARTONS PER SKU

### PACKS: BUY 3 GET 3 FREE

FORMULA: #/Retail x 6 (Ctns) / 15 (B1G1F 6M Ctns) = Cs Ea B/style

20 SLEEVES PER SKU

2.5 SKUs PER 6M CASE

60 RETAIL OFFERS PER SKU

150 OFFERS PER 6M CASE

BILLING @ 6 CARTONS PER SKU

### PREMIUMS: 2-PACK PURCHASE

FORMULA: #/Retail x 2 (Ctns) / 30 (6M Ctns) = Cs Ea B/style

20 PREMIUMS PER SKU

7.5 SKUs PER 6M CASE

20 RETAIL OFFERS PER SKU

150 OFFERS PER 6M CASE

BILLING @ 4 CARTONS PER SKU

### PREMIUMS: 3-PACK PURCHASE

FORMULA: #/Retail x 3 (Ctns) / 30 (6M Ctns) = Cs Ea B/style

20 PREMIUMS PER SKU

5 SKUs PER 6M CASE

20 RETAIL OFFERS PER SKU

100 OFFERS PER 6M CASE

BILLING @ 6 CARTONS PER SKU

## PROMOTION FORMULAS

COLLECTOR PACKS: 50-PACK CTR DISPLAY		COLLECTOR PACKS: 40-PACK CTR DISPLAY	
FORMULA: #/Retail Accts / 30 (6M Cs) = Cs Ea B/style		FORMULA: #/Retail Accts / 30 (6M Cs) = Cs Ea B/style	
1 COUNTER DISPLAY PER SKU		3 COUNTER DISPLAYS PER SKU	
6 SKUs PER 6M CASE		7.5 SKUs PER 6M CASE	
50 RETAIL OFFERS PER DISPLAY		40 RETAIL OFFERS PER DISPLAY	
300 OFFERS PER 6M CASE		300 OFFERS PER 6M CASE	
BILLING @ 5 CARTONS PER SKU		BILLING @ 4 CARTONS PER SKU	
CARTONS: BUY 1 GET 5 PACKS FREE		CARTONS: BUY 2 CTNS GET 1 FREE	
60 5-CARTON SLEEVES PER SKU		60 3-CARTON SLEEVES PER SKU	
1 SKU PER 12M CASE		1 SKU PER 12M CASE	
600 RETAIL OFFERS PER DISPLAY		900 RETAIL OFFERS PER DISPLAY	
60 CARTONS PER DISPLAY		90 CARTONS PER DISPLAY	
BILLING @ 60 CARTONS PER SKU		BILLING @ 60 CARTONS PER SKU	
DPC (Distributor Promotion Coverage): BUY 1 GET 1 FREE			
FORMULA: #/Retail Accts x 2 (B1G1F Cs) / 30 (6M Cs) = Cs Ea B/style			
	5 DISPLAYS PER SKU		
	7.5 DISPLAYS PER 6M CASE		
	20 RETAIL OFFERS PER DISPLAY		
	4 CARTONS PER DISPLAY		
	BILLING @ 2 CARTONS PER SKU		